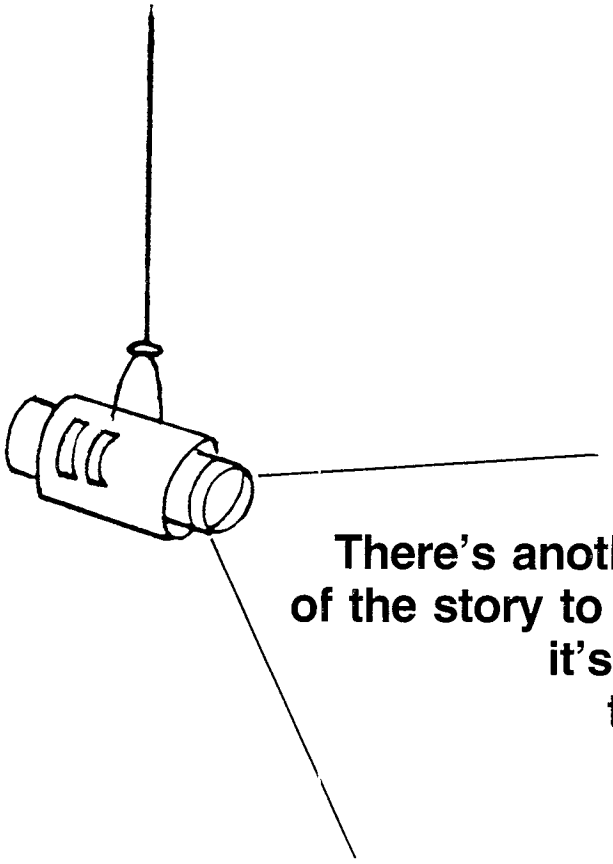

There's another side of the story to be told; it's our job to tell it.

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Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

2/3 Educating the public

Writing a letter to the editor

Writing a letter to the editor is an effective way of telling our side of the story to the public. Of people who read newspapers, 87%* read the editorial pages. In the editorial pages your opinions will get readership.

If you decide to write a letter to the editor, refer to **Section 1: The issues** for ideas. For additional help, write the Public Affairs Department (use one of the postage-paid envelopes from the back of the manual).

Some pointers on writing effective letters:

- Write tight.
- Focus sharply.
- Walk tall, but walk softly.
- Sign your name.
- Use plain paper.

Write tight

Study your newspaper. If it rarely publishes more than 100 words per letter, don't write 1000. Boil it down. If you don't, the editor will—and he might miss the point.

Focus sharply

Don't "write the book." If you'd like to cover 10 points, don't. Zero in on just one or two. Sharp focus may get your letter published. Covering too much ground may get your letter dropped in the round file.

Walk tall, but walk softly

You'll catch no flies with vinegar. Sweet reason is more persuasive than bitter anger. If a news story or an editorial maligns the tobacco industry or your company, take up the challenge proudly. But be calm and factual as you explain your side. Angry letters may get readership, but they don't usually do a great job of changing opinions.

Sign your name

Sign your letter with your full name and include your address. Editors rarely print anonymous letters. Editors are rarely fooled by letters with false names—they check. On request, and if circumstances warrant, the editor may withhold your name, but such occasions are rare. Don't ask the editor for a reply; don't ask for a return of your manuscript.

Use plain paper

Since this is your *personal* letter, use plain paper or your own personal stationery.

*Newspaper Advertising Bureau

2053699006

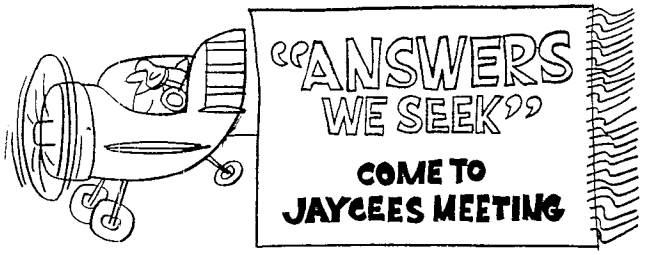
Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

Telling our side of the story

Our industry rarely gets the opportunity to tell our side of the story. Most tobacco-related stories and speeches oppose smoking in one way or another. Because we are seldom invited to tell our side, it's necessary for us to seek out opportunities.

Every community has a number of civic, service, and religious organizations and, in many places, tobacco trade organizations. Each of these has a program chairman who is always in search of new and interesting programs to present to the group at meetings. The offer of an interesting program from the tobacco industry would often be welcomed.

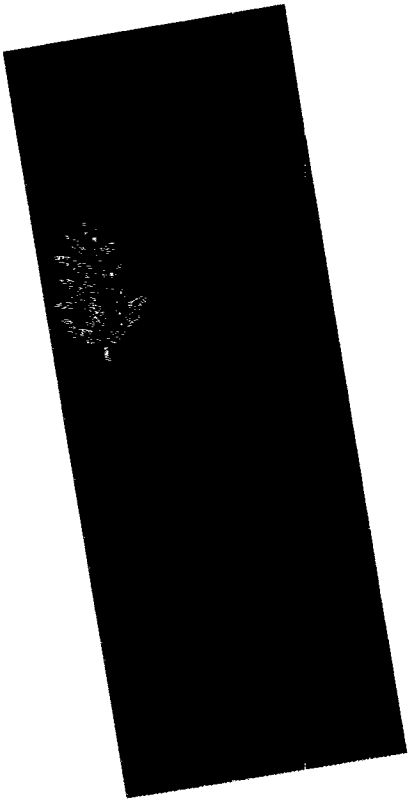
Here's a partial list of organizations you should find receptive to a tobacco program. Perhaps you belong to one or more of these:



Civitan International
Jaycees
Lions International
National Exchange Club
Optimist International
Rotary International
Ruritan International
Religious groups
Tobacco trade groups

The Philip Morris Public Affairs Department, the Tobacco Institute (TI), the Tobacco Tax Council (TTC), and the Tobacco Action Network (TAN) all have interesting and well produced slide presentations, films, and printed materials that can be used at meetings of almost any group. Industry speakers are also available to talk on tobacco related topics.

If you'd like to arrange a tobacco program in your area, contact the Public Affairs Department. We would appreciate at least three weeks advance notice.



Distributing industry pamphlets and brochures

Another excellent way to help educate the public is by distributing informative industry pamphlets and brochures to interested people in your area. **To order copies of industry materials, use the order form that you'll find in this chapter. When we send you the materials, we'll also enclose another order form for your future use.**

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Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

Publications Order Form

The following industry publications can be ordered either individually or in quantity. While these present certain views that may be of interest to you, they do not necessarily express the viewpoint of Philip Morris Incorporated. Indicate the quantity you would like next to the publication(s) of your choice and return the form in one of your postage-paid envelopes to the PM USA Public Affairs Department. When we send you your order, we'll enclose another order form for future use.

Introduction

☐ **"About Tobacco Smoke":** a 4-page folder on the chemistry of tobacco smoke.

☐ **"Cancer Inc.":** essay by Ruth Rosenbaum on the "benign benefits" and "malignant neglect" of the U.S. cancer establishment. Reprinted courtesy of *New Times Magazine.*

☐ **"The Cigarette Controversy":** pointing out the industry's view of the health charges against smoking.

☐ **"Excerpts from 'Smoking and Health': A Report to the Surgeon General 1979":** useful quotes from the recently-released Surgeon General's Report.

☐ **"Fact or Fancy?":** 54-page discussion paper on the industry's position on issues involving smoking and women.

☐ **"On Smoking":** a brochure containing 21 questions and answers about the place of tobacco smoking in our society, economy and health.

☐ **"Smoking and Health—1964-1979":** 168-page discussion of the scientific evidence about smoking.

☐ **"Smoking and Health Research—Fiscal 1978":** 1-page comparative listing of research expenditures by the tobacco industry, the federal government, the voluntary health organizations, and the University of Kentucky Tobacco and Health Research Center.

☐ **"Take Action Now with TAN":** describes the industry's volunteer organization formed to defend the tobacco industry.

☐ **"The Smoking Controversy: A Perspective":** examines the social, psychological and scientific aspects of tobacco issues.

☐ **"Tobacco Industry Research on Smoking and Health":** a review of the tobacco industry's role in support of scientific research on smoking and health.

☐ **"The Tobacco Institute: Scope and Activities":** a brief description of our Washington, DC industry representative.

☐ **"Two Days in January":** traces the development of imaginary statistics attributing "320,000 excess deaths" to cigarette smoking, a figure quoted during the January, 1978, launch of HEW's antismoking campaign.

☐ **"Women and Smoking":** 9-page brochure containing answers to the most frequently heard allegations concerning women and smoking.

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Chapter 1-1

☐ **"Tobacco History Bibliography":** a descriptive list ng.

Tobacco History Series—pamphlets available for the following states:

_____ Connecticut
_____ Florida
_____ Georgia
_____ Illinois
_____ Indiana
_____ Kansas
_____ Kentucky
_____ Louisiana
_____ Maryland
_____ Massachusetts
_____ Missouri
_____ New York
_____ North Carolina
_____ Ohio
_____ Pennsylvania
_____ South Carolina
_____ Tennessee
_____ Virginia
_____ Wisconsin

Chapter 1-2

☐ **"Dr. Gio Batta Gori: He Committed Truth":** article by syndicated columnist James J. Kilpatrick.

☐ **"The Federal Government: Chronology of Intervention in the Smoking and Health Controversy."**

☐ **"Intolerance in Cigaret War":** essay by syndicated columnist Patrick J. Buchanan.

☐ **"Nuisance Legislation":** examines the causes and effects of unenforceable nuisance laws and regulations, based on a four-day seminar, "Who Regulates the Regulators," sponsored by LEGIS 50—The Center for Legislative Improvement, May 31-June 2, 1978.

☐ **"The Rising Risks of Regulation":** reprint of a 1978 *Time Magazine* essay by Jay Palmer.

☐ **"Trouble . . . With a Capital 'G":** reprint of an article published in *Executive Counselor*, an American Institute of Management publication, on the effects of governmental interference in the affairs of business and personal freedom of choice.

Chapter 1-3

☐ **"Cigarettes: America's Most Overtaxed Commodity":** informative brochure published by the Tobacco Tax Council.

☐ **"Cigarette and Alcohol Taxes Hurt Poor Men Most":** by James C. Bowling, Senior Vice President and Assistant to the Chairman, Philip Morris Inc., reprinted from *Business and Society Review* (1976).

☐ **"Does Taxation Really Affect Cigarette Sales?":** informative brochure published by the Tobacco Tax Council.

☐ **"Report Summary: A Study of the Tobacco Industry's Economic Contribution to the Nation, Its Fifty States, and the District of Columbia,"** by the Wharton Applied Research Center. The Wharton School of the University of Pennsylvania, April 1979.

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Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

- ☐ **"There is No Tobacco Subsidy":** a factual brochure describing why the tobacco price stabilization program is one of the federal government's least expensive and most successful farm loan programs.
- ☐ **"Tobacco from seed to smoke . . . amid controversy"**: handy reference guide to the tobacco industry.
- ☐ **"Tobacco Industry Profile":** an annual fact sheet covering all phases of the industry.
- ☐ "Tobacco in Kentucky"
- ☐ "Tobacco in North Carolina"
- ☐ "Tobacco in Virginia"
- ☐ **"Tobacco: Pioneer in American Industry":** 20-page summary of the growth of tobacco agriculture, manufacturing and commerce in the United States.

Chapter 1-4

- ☐ **"Cigarette Industry Advertising Standards":** a 2-page summary.
- ☐ **"Voluntary Initiatives of the Cigarette Companies in Self-Regulation of Advertising and Promotion":** a 2-page chronological summary.

Chapter 1-5

- ☐ **"Chapter and Verse: Public Smoking":** 29-page examination of the scientific literature on the asserted effects of tobacco smoke on the nonsmoker; includes discussion of the health and annoyance issues.
- ☐ **"Is Tobacco Smoke a Health Hazard to Nonsmokers?"**: a 1-page listing of quotes from leading health professionals on the issue of other people's tobacco smoke.
- ☐ **"A Review of Smoking and Allergy":** a discussion paper reviewing the issue of so-called "tobacco smoke allergy."
- ☐ **"Science and Smoke":** pamphlet highlighting testimony from the 1978 Congressional Subcommittee hearings on the effects of ambient smoke on the nonsmoker.
- ☐ **"Smoker and Nonsmoker":** 4-page brochure presents the industry's view on the issue of ambient tobacco smoke and its relationship to the public smoking controversy.
- ☐ **"Special Report: Smoking and the Public"**
- ☐ **"True? False?—Tobacco Facts"** a 6-page brochure in question-and-answer form that reviews the general subject of tobacco smoke and its effect on nonsmokers.

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Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

Chapter 1-6

☐ **"The Antismoking Crusade Burns Out":** an article by Peter Schrag reprinted from *Inquiry Magazine* that discusses the underlying motives behind the antismoking movement in general and the proponents of California's Proposition 5, the antismoking ballot initiative that was rejected in 1978.

☐ **"Anti-Smoking Organizations":** an 11-page descriptive listing.

☐ **"Let My People Blow!":** an essay by Virginia Blaisdell reprinted from *Connecticut Magazine* on the puritanism that characterizes certain antismokers.

☐ **"Observation: Gilgamesh on the Washington Shuttle":** an essay by Peter L. Berger reprinted from *Worldview Magazine* analyzing possible motives behind the intolerance of militant antismoking crusaders.

☐ **"Public Smoking, the Annoyance Issue":** a brochure by TAN pointing out the real issues in the public smoking controversy.

Mail to:
Public Affairs Department
Philip Morris USA
100 Park Avenue
New York, N.Y. 10017

Name (please print)

Street

City State Zip

Telephone Number

2059999011

Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

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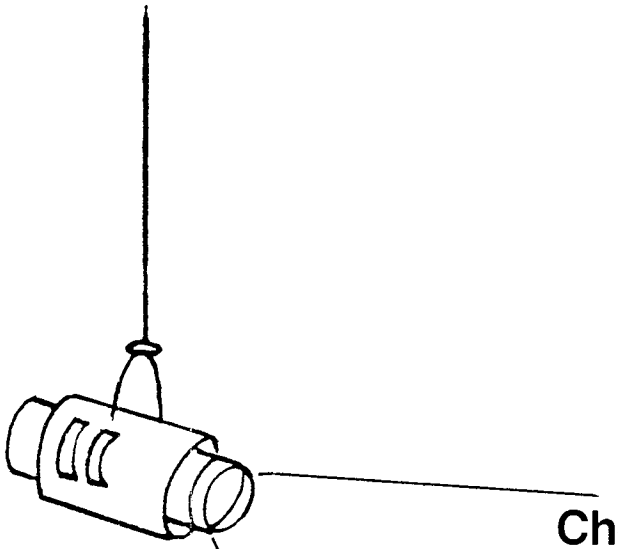

Check the candidates in your state and community. Where do they stand on the issues? Are there any initiatives or referendums on the upcoming ballot?

Choose the side that best represents your views and volunteer your time to the campaign of your choice.

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2-4/Political participation in your state

Introduction

As we've said earlier, voting is basic to having a say in the type of elected officials—and government—we all have to live under. But there's an additional way you can play a role in the democratic process: by volunteering your time to the campaign of your choice.

Check your local newspaper or local election officials, or good-government organizations such as the League of Women Voters or the Chamber of Commerce, for names and addresses of candidates and political parties in your area. Check too for measures and issues that will be on the ballot in the next election.

If you have any trouble identifying names and addresses of candidates, campaign or party headquarters in your area, write the Public Affairs Department.

The decision to support any candidate or any ballot issue campaign will depend on how closely they reflect your own views on the issues.

Before deciding to volunteer for a particular campaign, you may want to get a group of friends, neighbors, or customers together to check and doublecheck the candidates and ballot issues. By meeting with the candidates or representatives from a campaign and asking their views on various issues, you will have a better idea of where they stand on matters concerning you.

Once you've decided on the campaign you want to work for—volunteer!

Industry campaigns

In recent years, antismokers have taken the issue of public smoking *directly* to the voters. Depending on the particular political jurisdiction, they've taken advantage of the fact that many states allow for the initiative and referendum to place public policy issues on the election ballot.

The initiative

Twenty-six states have provisions for the initiative. The initiative allows citizens to place public policy issues on the ballot for the voters to decide. A number of signatures, usually based on the percentage of people who voted in a designated previous election, are required for an initiative to qualify for the election ballot. Only signatures from people who are registered to vote at the time they sign the petition count toward the required number of names.

The referendum

A referendum also allows the people to decide a particular public policy issue. In most cases, the ballot measure is submitted to the voters *after* it has been passed or proposed by a legislative body.

In the event an initiative or referendum on a tobacco issue were to occur in your area, the Public Affairs Department, with the approval of PM senior management, may issue a call for volunteers. (See Chapter 2-2.)

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Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

What campaign volunteers can do

In any political campaign—whether it's industry-related or not—volunteers play a critical role. Volunteers are the foot soldiers who carry the campaign's message to the voters. They work the phones, address and stuff campaign mailings, pass out leaflets, and urge their friends to attend political rallies. On election day they help out by baby sitting, driving voters to the polls, working on get-out-the-vote telephone banks, and working as poll watchers.

Some brief descriptions of campaign activities follow—one or more may appeal to you.

Working in a phone bank

The telephone is an integral part of every political campaign. Most campaigns install a bank of phones manned by volunteers. The volunteers use the phones to:

- Contact individual voters.
- Identify favorable voters.

A campaign always needs volunteers to help with the phone-bank duties. If you've never been involved in this kind of work, don't be concerned about not knowing what to do. Professionals will be on hand to conduct brief training sessions and supervise phone-bank operations. Where necessary, telephone scripts will be provided to make your phone work easier and more enjoyable.

Distributing literature

As a volunteer, you may be asked to distribute printed materials for the campaign—during door-to-door canvasses, at rallies, sporting events, shopping centers, plant gates, etc. Don't underestimate the impact of distributing such material. Every campaign uses this technique, and for good reason—it's one of the best ways to reach a large audience.

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Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

Working in a campaign headquarters

If you really want action, volunteer to work at the campaign headquarters. You may be asked to type, address and stuff envelopes, help with recordkeeping tasks, etc. Whatever you decide you'd prefer to do, be assured that there'll be plenty of action and you'll be right in the middle of it.

Holding a coffee or tea in your home

Holding a coffee or tea in your home can be one of the best ways to have your friends and neighbors meet and talk to a candidate or campaign spokesperson. It provides a relaxed and personal atmosphere in which to discuss the issues. And it helps to identify favorable voters and campaign volunteers.

Circulating a petition

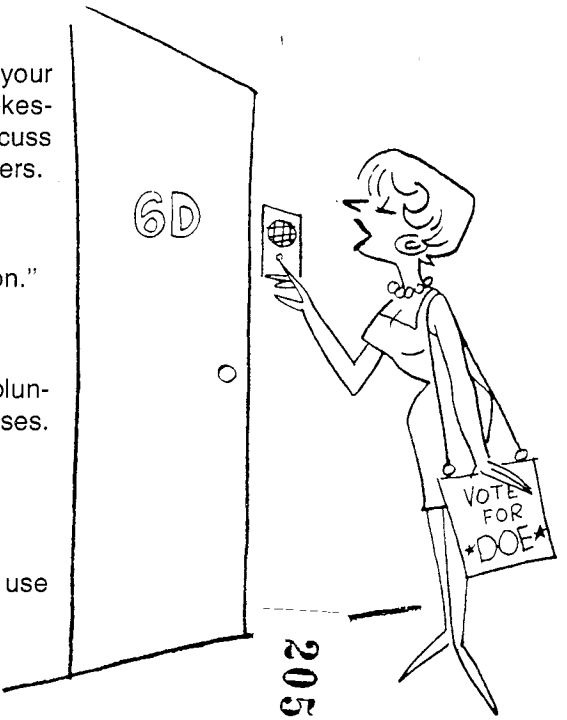
This topic is covered in some detail in Chapter 2-3: "Citizen participation."

Canvassing a precinct or neighborhood

Most political campaigns make use of the door-to-door canvass. Each volunteer is assigned a part of the town—a "walking list" with names and addresses. The volunteers knock on every door:

- To distribute campaign literature.
- To identify favorable voters.

Again, don't be concerned about not knowing what to do. Most campaigns use professionals to train and supervise the volunteers.



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Working in your home

If there's a reason you can't leave your home to work on a campaign, don't feel left out. As we've said, campaign rnanagers are always looking for people who have time to help. Many of the things that need doing can be done as well at home—things like typing, addressing and stuffing envelopes, for example.

You can also help by monitoring talk shows on radio and TV. If an opposing candidate or a representative for the other side in a ballot issue campaign appears, you can let the campaign you support know so that your side can demand equal time.

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2-5/TAN

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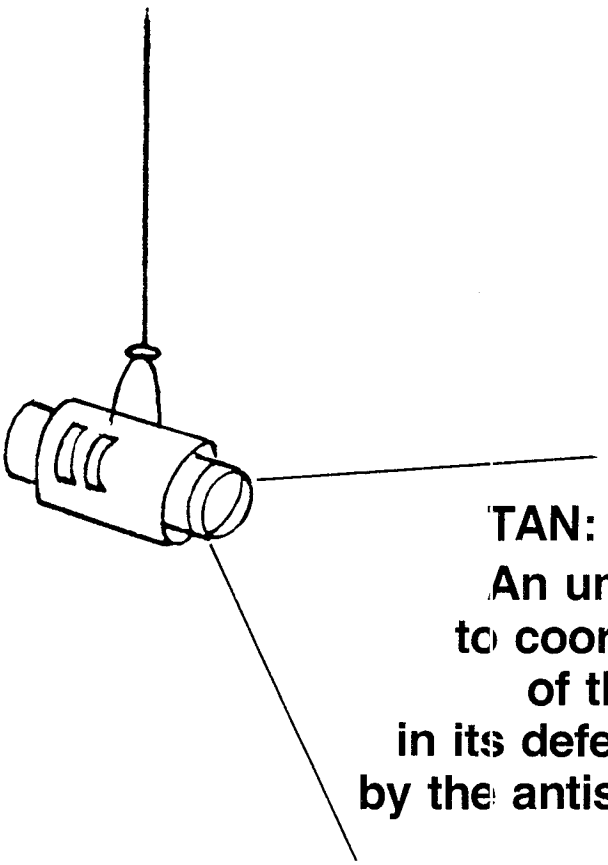

TAN:

An umbrella organization to coordinate the activities of the tobacco industry in its defense against attacks by the antismoking movement.

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2-5/The Tobacco Action Network (TAN)

Introduction

TAN is an umbrella organization that has brought the entire U.S tobacco family together in defense of freedom of choice on matters affecting the use of tobacco. Volunteer members of TAN are part of an organized network that seeks to oppose the enactment of restrictive antitobacco laws and the imposition of punitive taxation.

Philip Morris fully supports TAN. Our own TAP program was designed in part to enable employees and spouses to participate in this vital organization.

How TAN is organized

TAN is headed up by a national director in Washington, D.C. The national director works closely with a TAN Corporate Coordinators Committee made up of senior executives from each of the major participating cigarette manufacturers.

TAN is also organized on the state level in many states. Each TAN organization is headed up by a state director (refer to the list of State TAN Organizations included in this chapter). The State TAN Director works closely with a State TAN Advisory Committee made up of representatives from each segment of the tobacco industry in the state or area, including representatives from the participating cigarette manufacturers and the Tobacco Institute legislative counsel for that state.

The Philip Morris company representative on the State TAN Advisory Committee is the liaison between TAN and PM employees in the area who are enrolled in TAP-TAN. In the event some type of united industry action is needed during work hours, the request for PM volunteers will come either from the PM company representative in your state or area, or from another PM manager in the region where the action is needed. (See Chapter 2-2.)

How you can join TAP-TAN

In the back of this manual you'll find a postage-paid TAP-TAN volunteer card. By filling out this card and returning it to the Public Affairs Department (or to your supervisor), you become a member of TAP and TAN. (Note that there is space on the card for your spouse to volunteer as well.)

If you live in a part of the country where there is a state TAN organization, you will be kept informed of political developments through periodic issues of your state TAN newsletter. If you live in a state or locality where there is no state TAN chapter, you will receive, on a periodic basis, issues of the *National TAN Update* newsletter.

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The addresses of State TAN Organizations and PM Company Representatives to State TAN Advisory Committees appear on the next pages.

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State Directors — The Tobacco Institute

Northern Zone

Illinois, Iowa
James E. Tierney
Suite 4B
4 Old State Capitol Plaza N.
Springfield, IL 62701
(217) 525-0292 (o)
(217) 787-4106 (h)

Nebraska, North Dakota, South Dakota, Wyoming
William J. Nicholas
Pioneer Plaza South
Suite 204
3201 Pioneers Boulevard
Lincoln, NE 68516
(402) 489-9385 (o)
(402) 423-0694 (h)

Northern New England
ME, VT, NH
Dennis M. Dyer
One Wells Avenue
Room 501A
Newton, MA 02159
(617) 332-1100 (o)
(617) 927-4142 (h)

Southern New England
MA, CT, RI
John J. McGlynn, Jr.
One Wells Avenue
Room 501A
Newton, MA 02159
(617) 332-1100 (o)
(617) 922-5514 (h)

New Jersey, Delaware
James C. Hedden
2 Quakerbridge Plaza
Suite H
Trenton, NJ 08619
(609) 586-9000 (o)
(609) 586-7462 (h)

New York
Michael G. Griffin
1045 Ellicott Square Bldg.
295 Main Street
Buffalo, NY 14203
(716) 856-7311 (o)
(716) 824-6747 (h)

Oregon, Washington

John H. McCulley
257 13th Street, N.E.
Salem, OR 97301
(503) 370-9305 (o)
(503) 362-6482 (h)

Pennsylvania
Gerald P. Kupris
5211 E. Trindle Road
Mechanicsburg, PA 17055
(717) 697-8694 (o)
(717) 761-6731 (h)

Wisconsin, Minnesota
Peter J. Larkin
217 South Hamilton
Suite 403
Madison, WI 53703
(608) 251-3232 (o)
(608) 833-7838 (h)

Southern Zone

California
Ms. Bonnie Hulse
1225 8th Street
Suite 220
Sacramento, CA 95814
(916) 448-3543 (o)
(916) 927-9962 (h)

Colorado, New Mexico
Ms. Judy Brunelli
650 South Cherry
Suite 650
Denver, CO 80222
(303) 320-1113 (o)
(303) 741-1767 (h)

Florida
Douglas Sessions
Suite 240
Barnett Bank Building
Tallahassee, FL 32302
(904) 222-1641 (o)

Northern Texas, Oklahoma
Terry Frakes
Exchange Park
Suite 280-A South
7800 Shoal Creek Boulevard
Austin, TX 78757
(512) 458-9289 (o)
(512) 926-3021 (h)

Southern Texas, Louisiana
Paul S. Harris
Exchange Park
Suite 280-A South
7800 Shoal Creek Boulevard
Austin, TX 78757
(512) 458-9289 (o)
(512) 837-6291 (h)

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Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

PM Representatives to State TAN Advisory Committees

Arizona
Chuck Evarkiou
9420 Farnham Street
Suite 102
San Diego, CA 92123
(714) 560-8231

California (Northern)
James R. Kuhlman
Philip Morris USA
Suite 306
3130 La Selva Drive
San Mateo, CA 94403
(415) 574-3040

California (Southern)
Ted O'Hirok
Suite 214
825 Colorado Blvd.
Los Angeles, CA 90041
(213) 254-6731

Connecticut
Artie Glaeberman
(see Vermont)

Colorado
Ray Phillips
(see Oregon)

Jack E. Gibson
Suite 310, Building 1
6000 East Evans
Denver, CO 80222
(303) 759-1811

Delaware
Fred Swartz
10605 Concord Street
Suite 401
Kensington, MD 20795
(301) 933-7733

Florida
John A. Crawford
Suite 110
1395 N.W. 167th Street
Miami, FL 33169
(305) 621-3628

Idaho
Jack E. Gibson
(see Colorado)

Illinois
Larry Scanlon
Suite 309
121 S. Wilke Road
Arlington Heights, IL 60005
(312) 398-8506

Iowa
Dwight Alford
24 Corporate Woods
10890 Benson, Suite 350
Overland Park, KS 66210
(913) 381-1352

Maine
Edward Van Dyke
(see Massachusetts)

Massachusetts
Edward Van Dyke
990 Washington Street
Suite 311
Dedham, MA 02026
(617) 329-2848

Minnesota
A. B. Campbell
7901 Xerxes Avenue South
Suite 103
Minneapolis, MN 55431
(612) 884-9834

Montana
Bob Eberling
305 108th Avenue, N.E.
Suite 207
Bellevue, WA 98004
(206) 453-1459

Nebraska
John Goldenstein
Gretna, NE 68028
(402) 895-4981

Nevada
James R. Kuhlman
(see Northern California)

New Hampshire
Edward Van Dyke
(see Massachusetts)

New Mexico
Chuck Evarkiou
(see Arizona)

New Jersey
Joe Chaump
455 Gotham Parkway
Carlstadt, NJ 07072
(201) 933-2970

New York
Nat Gold
60 Cutter Mill Road
Suite 208
Great Neck, NY 11021
(212) 229-2185

Al Portnoy
60 Cutter Mill Road
Suite 207
Great Neck, NY 11021
(212) 423-5220
(516) 487-3990

North Dakota
James A. Shaff
P.O. Box 41
Aberdeen, SD 57401
(605) 225-7963

Ohio
Ken Sass
6315 Pearl Road
Suite 304
Parma Heights, OH 44130
(216) 885-1158

Oregon
Ray Phillips
Suite 310, Building 1
6000 East Evans
Denver, CO 80222
(303) 759-1811

2053699023

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Pennsylvania
George Powell
No. 9 Valley Forge
Executive Mall
Suite 221
580 East Swedesford Road
Wayne, PA 19087
(215) 293-0650

Rhode Island
Edward Van Dyke
(see Massachusetts)

South Dakota
James A. Shaff
(see North Dakota)

Texas (Northern)
Ray White
2695 Villa Creek Drive
Metro Square
Suite 290
Dallas, TX 75234
(214) 620-1641

Texas (Southern)
Larry Glennie
2695 Villa Creek Drive
Metro Square
Suite 280
Dallas, TX 75234
(214) 243-2213

Utah
Jack Gibson
(see Colorado)

Vermont
Artie Glaeberman
185 Silas Deane Highway
Wethersfield, CT 06109
(203) 563-9361

Washington
Ray Phillips
(see Oregon)

Bob Eberling
(see Montana)

Wisconsin
Robert D. Ames
P.O. Box 6
North Lakes, WI 53064
(414) 367-5542

Wyoming
Jack Gibson
(see Colorado)

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Notes

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TOBACCO ACTION NETWORK

.00890

Please Print

Name _____ Bus. Affiliation _____

Home Address _____ Bus. Address _____

City _____ City _____

County _____ County _____

State _____ Zip _____ State _____ Zip _____

Phone: Area Code _____ No. _____ Phone: Area Code _____ No. _____

I prefer receiving mail at home ☐ business ☐

The following are elected representatives from the community in which I live and I have checked ☑ those I know personally.

☐ U. S. Congressman (Representative) _____ District _____

U. S. Senators: ☐ 1. _____ ☐ 2. _____

☐ State Representative or Assemblyman _____ District _____

☐ State Senator _____ District _____

Other federal, state or local elected officials with whom I am personally acquainted (name and title):

_____

_____

2025999027 _____

(CONTINUE ON REVERSE SIDE)

Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

Here is a list of support actions that may need to be taken. Please indicate by check marks ☑ those things you are willing and available to do.

1. ☐ Write a letter
2. ☐ Make a phone call
3. ☐ Attend a hearing
4. ☐ Give testimony at a hearing
5. ☐ Circulate a petition
6. ☐ Sign a petition
7. ☐ Visit legislators
8. ☐ Attend a neighborhood meeting
9. ☐ Speak before a business or civic group
10. ☐ Other activity: _____

I belong to the following organizations (civic, fraternal, political, professional, service, veteran, etc.): _____

2056999028

Signature _____ Date _____

For office use: A B C D E F G H J K L M N P Q R S T U V W X Y Z

Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

.00890

TAP

PM-U.S.A. Tobacco Action Program—Tobacco Action Network

TOBACCO ACTION NETWORK

VOLUNTEER CARD

Name _____

Spouse's Name _____

Street _____

City _____ State _____ Zip _____

Phone Number (_____) _____
Area Code

Social Security Number _____ 205699029

For Office Use Only

CD _____

AD _____

SD _____

State Code _____

County Code _____

City Code _____

Assignment # _____

Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

☐ Yes, I want to volunteer.

☐ My spouse wants to volunteer.

☐ Please send information on how my spouse and I can register to vote.

☐ I'm willing to recruit others.

☐ I want to be the eyes and ears of the industry and will keep you informed of developments in my community.

As a volunteer I would be willing to:

☐ Write a letter

☐ Make a phone call

☐ Send a mailgram

☐ Attend a hearing

☐ Circulate/sign a petition

☐ Visit my public officials

☐ Attend a neighborhood meeting

☐ Speak before a business or civic group

☐ Work on a campaign
- ☐ At headquarters
- ☐ At home

Other _____

_____

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Please return to: PM-U.S.A. Public Affairs Dept., 100 Park Ave., New York, N.Y. 10017

Source: https://www.industrydocuments.ucsf.edu/docs/pygl0000

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